

ELEMENTARY COURSE IN JOURNALISM

by

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Preface

I have long been interested in the teaching of English from the journalistic point of view. First, because of the interest and enthusiasm it creates in the subject; secondly, because the knowledge which a student receives in a course of journalism has possibilities of being used in a practical way. With these ideas in mind I have taken several courses in journalism in preparation for teaching this branch of English. I am hoping to be able to arouse interest in the English^{language}, both orally and written, on the one hand, and to give it a practical value on the other.

The growth of journalism has been phenomenal. A few years ago editors said that journalism could not be taught, that if men and women wanted to know the newspaper business they should begin where many another editor has begun, as an apprentice and work up. This logic voiced the sentiment of many of the journalists of the period. However, a few schools were started, and today journalism is taught in many of the foremost colleges and high schools.

In looking for a text-book which I could use in my class-room, I found that none had been written for small colleges and high schools that were just beginning this study. This led me to briefly outline a text-book in journalism for this work.

I fully realize that it is unusual to offer a text-book for a Master's degree, also that it is not thesis form. However, as I expect to publish it later, I have taken this liberty. I hereby tender it to the English Faculty and the Graduate School for acceptance.

I am indebted to Professors S.L. Whitcomb; E.M. Hopkins; Merle Thorpe; and L.N. Flint, of the University of Kansas for instruction and assistance in writing this thesis. Also, I have used the following works for reference; History of Journalism, Hudson ; Newspaper Writing and Editing, W.G. Bleyer; The Writing of the News, C.G. Ross; Proof Reading and Punctuation, A.M. Smith; and The Making of a Newspaper, J.L. Given.

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Chapter I

The Historical Developement of the American Newspaper

The beginning of newspaper work was made in Boston, September 25, 1690, when Benjamin Harris published Public Occurrences. It was a small pamphlet and was immediately suppressed by the colonial government. It contained both domestic and foreign news that was distasteful to the government, hence its demise.

About all that is known of Harris is that he was the first American editor. He was not very circumspect, as he believed in calling a spade a spade and this did not suit those in authority. There was too much juggling of political affairs to have everything which occurred printed by a man who did not mind telling all, with the names of those concerned. The following is taken from the first issue of Public Occurrences:

"Two English Captives escaped from the hands of Indians and French at Pscadamoquody, came into Portsmouth on the sixteenth Instant and say, That when Capt. Mason was in Port Real, he cut the faces, and ript the bellies of two Indians, and threw a third overboard in the sight of

I. I am indebted to Hudson's, History of Journalism for statistics and quotations in this chapter.

the French, who informing the other Indians of it, they have in revenge barbarously Butchered forty Captives of ours that were in their hands."

One can readily see that if Harris intended to continue to keep on printing articles such as the above it might cause some embarrassment and the best thing to do was to suppress the publication immediately. Another item showing Harris outspoken character is this:

"Epidemical Fevers and Agues grow very common, in some parts of the Country, whereof, the many dye not, yet they are sorely unfitted for their imployments, but in some parts a more malignant Fever seems to prevail in such sort that it usually goes thro a Family where it comes, and proves mortal unto many."

The authorities in Massachusetts did not want to divide their power with a man who did not shield anyone but printed the news as he thought it should be printed. This one paper was in itself perhaps harmless, but the government was afraid that future issues might be a menace, therefore, it was better not to have any future papers or periodicals.

The second beginning in newspaper making in America is nearly fourteen years later, when John Campbell on April 24, 1704 printed the Boston News-Letter on a single sheet foolscap size. It was a weekly and lived for seventy

two years. It was printed with the permission of the provincial government. Campbell was postmaster at Boston at this time.

The price of subscription is not mentioned in the prospectus that Campbell printed in the first issue, but the rate of advertising was five shillings and over according to the advertisement. There were no advertisements in the first paper, neither were there any wedding notices, social and personal events were also ignored. However, two deaths were mentioned. Government and shipping seemed to have had first place in local and domestic news, foreign news being little mentioned. The first effort at reporting in the United States was made by the News-Letter when six pirates were executed on the Charles River June 30, 1704. This event occupied nearly one-half of one issue. Campbell confesses that at times his news was thirteen months old, but as he had no rival in the field of journalism he did not need to have his news the last thing that had happened in order to find a market for it. Nevertheless, the News-Letter remained the only paper for sixteen years. The New York Historical Society has a complete file of the News-Letter.

December 21, 1719, the Boston-Gazette, the second newspaper was printed on half a sheet of foolscap by William Brooker, postmaster at Boston. The printing was done by James Franklin. Other newspapers followed the Boston-Gazette but the most important was the American Weekly Mercury

printed by Andrew Bradford, son of William Bradford, who opened the first printing office in the colonies, outside of New England. The Mercury had various contributors, Benjamin Franklin being one of them.

However, the era of sensational journalism was beginning to dawn and in August, 1721, James Franklin founded the New England Courant. It was the fourth newspaper in America. It was bright, newsy, and original, and for this very quality the old editors of various other newspapers became satirical in their comments on the new species. James Franklin's idea was to gain readers and not to fashion "a dull vehicle of intelligence" as he stated in his first number the News-Letter was. This opinion aroused further comment from the other editors, but it is believed that Franklin had the best of the argument. At this time began the "war of the papers" which led to duels and street fights later.

After the Courant had a few fights with the editors of the other existing newspapers it directed its energies toward better government. Franklin got into trouble but in a measure he made journalism a more independent profession. He became more frank in his writings as time went on and at one time he was arrested and imprisoned for his outspokenness. After he was released he was prohibited from printing anything that would offend the local government without the permission of His Majesty's secretary.

Franklin failed to obey this mandate and he was again imprisoned. It was then decided that James Franklin should not control the Courant any longer, but that Benjamin Franklin should edit it. Benjamin Franklin became editor February 11, 1722. There was no change made in the policy of the paper. James Franklin was again imprisoned for publishing articles which reflected on the government. Although he was released with his disputes and sacrifices he paid a part of the price to establish the Free Press in America.

The first newspaper in New York appeared, in 1725. William Bradford having left Boston and settled in New York printed the first issue of the New York Gazette, a weekly newspaper, in October, 1725. Premiums were offered for subscribers. One of the premiums was "a box of sardines for two subscribers". There was difficulty in circulating these papers as there were few facilities to help the editors in mailing out the subscriptions. The people could not get a newspaper until it was very old; therefore, few of them read it at all. The Gazette offered its premiums to obtain a larger circulation.

The Franklins now made another start in the newspaper field in Philadelphia. In 1728, Benjamin Franklin printed a paper entitled the Universal Instructor in all the Arts and Sciences and Pennsylvania Gazette, a title long enough to satisfy any subscriber. This was Franklins first attempt acting on his own initiative. The editorial

policy was changed from that of the New England Courant, the first paper printed by the Franklins. The Gazette was a newspaper with a wealth of news and not a mere page from an Encyclopedia. The humor in the Gazette extended from puns to irony. On one occasion "Memory" sends in a complaint to the Gazette that its stories are old ones reprinted as news. Franklin answered the letter saying it should have been sent to the Mercury. Puns of all kinds were printed in the Gazette. On one occasion the Mercury called the attention of the Gazette to some vulgar communications it had printed. Franklin answered in a satirical tone that "by being too nice in the choice of little pieces sent him by correspondents, he had almost discouraged them from writing to him any more."

The Maryland Gazette was the first newspaper printed in its state. William Parks issued the first paper at Annapolis, in 1727. He published it regularly until 1736, when he left Maryland for Virginia and established a newspaper there.

The New York Journal was founded by John P. Zenger on November 5, 1733. Zenger was arrested in 1734 for libel. He was imprisoned for nearly nine months before his trial. Zenger continued to write for the Journal even though in prison. His attack on the Pennsylvania Gazette was fearless, he answered his rival in the editorial field in the same scurrilous way as Franklin printed in the Gazette.

reflecting on him. When Zenger's trial came up in August, 1735 Andrew Hamilton was engaged to defend him. After Hamilton's most eloquent speech the jury found Zenger not guilty of printing libelous matter. Zenger published the Journal until the date of his death, 1746. The paper ceased to be printed in 1752.

The Virginia Gazette was founded, in 1736 by William Parks. It lasted for sixteen years and expired with the death of Parks. It was witty, full of gossip, slander fashions, the theatre, even wigs, and other things concerning London life was mentioned to such an extent, that it was called a reprint of an English newspaper. Parks printed lyrics, advertisements, criticism, satires epitaphs, and many other features of the more modern newspaper. A complete file of the Virginia Gazette, from 1736 to 1740, is in the possession of the Virginia Historical Society. Scattering numbers may be found in private collections.

The South Carolina Gazette was established January 8, 1731, by Thomas Whitemarsh. It was printed on a half sheet of foolscap paper and lived until 1732. In 1734, Lewis Timothy began to publish the South Carolina Gazette and continued to issue the paper for several years.

The third period of newspaper making covered the era 1748-1783. Samuel Adams printed the Independent

Advertiser , in 1748, it was full of free thought and free speech. Among the contributors was Jonathan Mayhew, the founder of Unitarianism in America.

Hugh Gaine began publishing the New York Mercury August 3, 1752. Gaine collected his own news, set up his own types, did his own presswork, folded his own papers, and delivered them to his subscribers. No man could accomplish so much work today.

The Boston Gazette was established by Benjamin Edes and John Gill. Some of the contributors to this publication were Jonathan Mayhew, James Otis, Thomas Cushing, Samuel Cooper, John Adams, Joseph Warren, and Oxenbridge Thatcher. Edes and Gill , were Whigs and the paper was run as a Whig newspaper. They stirred up the people by articles on the Stamp Act, the Boston Massacre, The Tea Tax, and the closing of the port at Boston. They aroused the citizens by reciting the grievances of the colonists, the the conduct of the British soldiers, and the massacres by the Indians. In fact the Gazette tried to print all the news and gave the reader a very fair idea of the local news of that period, It was patriotic and did much for the country that gave it birth.

Other newspapers were established, but the scarcity of rags for the manufacturing^{of} paper made it so high as to produce a somewhat disheartening effect on aspiring editors.

The fourth period of newspaper making was from

1783 to 1832. At this time the press was gaining favor and the printers were not persecuted as they had been in previous epochs in both the United States and England. This was the time when the Constitution was adopted, and two different newspapers were supporting the two different parties of the government. As the political contest grew, each of these newspapers became surer of winning its contest. This marks the (marks) the beginning of the partizan newspaper in America. At once editorial wars ensued.

The first daily newspaper had its beginning in this period. In 1784, B.F. Boche published in Philadelphia the American Daily Advertiser. It afterwards became the North American with Childs and Fry as the editors. The North American has absorbed nine papers and can claim to be by purchase, the oldest daily paper, morning and evening, published in the United States.

Journalism began to be known in the West at this time. The introduction of a newspaper in those days was slow in any community, but particularly so in the sparsely settled West. There were no railroads. Everything was taken overland by prairie-schooner or by stage-coach, and it was very slow work getting an issue circulated after being printed.

The Cincinnati Gazette was one of the earliest publications in the middle West. It was at first a weekly and afterwards a semi-weekly. The Chicago Evening Journal

claims to be the oldest paper in the Northwest. It began to be published in 1798. The Chicago Tribune followed, and gained prominence through Joseph Medill, who was elected mayor of Chicago, in 1871. Boat-lines were established and it became easier to circulate a newspaper, hence the activity in the West.

In Philadelphia, the Aurora took precedence after the inauguration of Washington and Jefferson. It was so bitter in its attacks that its type was emptied into the street by an opposing faction. The Aurora was anti-British.

The New York Evening Post was founded in 1801. Two Posts had been issued before this but had no connection with this one. Alexander Hamilton, and John Jay lent their support to this newspaper. The first editor was William Coleman. William Cullen Bryant afterwards became editor. The paper was a Federalist in politics. A weekly was established with the Post, known as the Herald

About this date the New York Times a Democratic morning sheet was issued with Dr. Holland as editor. Holland and Bryant of the Post, had a controversy which ended in Holland challenging Bryant to a duel. Nothing ever came of it.

The first official newspaper at Washington was the National Intelligencer, edited by Joseph Gales and William Winston Seaton. It lasted until the time of the presidency of William Henry Harrison, sometimes being the official paper and sometimes not.

The fifth period, 1832 to 1835, is one in which journalism is in a transitional stage. The newspaper was in a process of evolution. It had been printed in the beginning on half a sheet of foolscap paper; the dimensions had grown until semi-folio sheets were used. Advertisements were run at so much per year and the advertiser could use as much space as he cared to pay for. Old advertisements were discarded and new, fresh, inviting advertisements took their place. This took time and money. News became of more importance as time elapsed.

The New York Globe, an evening paper, was issued in 1832, by James Gordon Bennett. The subscription rate was \$8.00 per year which was two dollars cheaper than the other evening papers. The reduction was in the right direction but was not sufficient to have a large circulation. This paper was soon suspended as the editor's policy was too far in advance of his day. Party politics was a means of its undoing. Bennett afterwards became the editor of the New York Herald, which he ran on purely journalistic principles.

The New York Herald was established, in 1835, as an independent newspaper. Bennett had learned by experience on former newspapers that when the policy is dictated by political parties there is much strife in newspaper work. This he tried to avoid. However, he was not successful, as his paper was attacked by both pulpit and press. Libel suits were filed and plaintiffs were able to collect damages in some cases as in the famous Opera libel suit. The editorial page was accused

of being inconsistent as it would deny today what it had printed as the truth yesterday. This might be true of any newspaper, as newspapers cannot always get a true statement in the beginning. The Herald prospered and outlined its policy as follows:

"First. The Constitution and prosperity of the United States under all circumstances.

Second. The growth and prosperity of the City of New York.

Third. To give all of the news, freshly, fully, and faithfully, from all parts of the world.

Fourth. To comment clearly, freely, and independently on the events of the world as they daily developed themselves.

Fifth. To sustain every enterprise that would elevate the human race, and unite all the nations in commerce and civilization.

Sixth. To make the Herald a cosmopolitan journal par excellence."

The Herald helped Morse to establish the telegraph because of the advantage that it would be to the newspaper to receive telegraph news. This paper helped to find Dr. Livingstone, as James Gordon Bennett jr, in 1870, fitted out at his own expense an expedition for this purpose.

Mr Bennett founded an association for the benefit of his employees in order that they, their wives and children might be cared for in sickness, and in case of

death the children educated.

Mr. Bennett died in 1872, no journalist ranked higher in his profession. James Gordon Bennett jr. assumed his father's responsibilities.

The New York Sun was founded in 1833, with Benjamin Day as editor. There were four pages in the first paper ten inches long. It was an independent in politics and was the first penny newspaper. In the beginning the Sun was sensational, and personal in its attacks, but as time went by it came to be known as a paper with an intellectual purpose. Charles A. Dana assumed control of the Sun, in 1868. He said, "Anything the Lord allows to happen is not too mean to print," but judgement of a superior order is necessary to manage a newspaper on this basis and Mr. Dana soon found himself arrested for printing libelous matter.

The Sun with the low price of subscription, and with the reputation of its editor, could not help but have a large circulation. It has increased its literary effort until the Sun is styled the college man's newspaper. Ninety per cent of its readers are versed in letters and desire news well written.

The New York Tribune, published by Horace Greely, started as a clean, cheap, whig newspaper. It sold for a penny. The Tribune lacked a business manager, as Greely's time was taken up with the editorship and the defense of the paper. He tried with Park Benjamin to crush out the New York Herald and had trouble in his unsuccessful effort. The Tribune's

policy was the abolition of slavery, and the protection of home industry. Greeley called himself a ferocious Protectionist. It was on the protection platform that he ran for the presidency in 1872, but was unsuccessful, U.S. Grant receiving the nomination.

The Tribune prospered by the efforts of one man. Assistance of course he had but it was Greeley's strong character that built up the circulation and placed the paper on a firm financial basis. He liked to see the unusual in print as is clear from this statement, "Nothing is too ridiculous to publish."

The New York Times was first printed in 1851, by Henry J. Raymond. The slogan of the Times, "All the news that is fit to print" leads to the conclusion that the Times was a conservative newspaper. Raymond declared war against the Tammany Ring and carried it on with the utmost vigor. The outcome was the complete rout of the Ring and the destruction of power on the part of the leaders. There has been nothing equal to this in the history of journalism. After Raymond's death, Henry Ochs became the editor.

The New York World was first printed in 1860. It was founded on religious principles. It tried to give all of the news and not to pander to readers of morbid taste and sentimental dispositions. It aimed not to publish anything that would offend. Alexander Cummings was the manager. Two hundred thousand dollars were spent to make the World a success,

but the principles of the owners could not be carried out so the paper changed hands and became a secular newspaper. It has continued in the secular field ever since.

Joseph Pulitzer, in time became owner of the World and built up a newspaper that ranks with the best in the country. Pulitzer was a poor boy that worked his way to the ownership and editorship of a powerful paper by being persistent. His theory was: "To think rightly, to think instantly, to think incessantly, to think intensely, to seize opportunities when others let them go by is the secret of success in journalism." Pulitzer also became editor of the St. Louis Post Dispatch. At the time of his death he left to Columbia University 1,000,000 dollars for the establishment of a School of Journalism. The school has since been established.

The introduction of newspapers in the new settlements of the West was a slow and difficult process. Sometimes paper and ink could not be obtained, and again, type and the press were expensive and almost as valuable as Diogenes found honest men to be.

The St. Louis Post Dispatch, an evening newspaper, was founded in 1851 by Joseph Pulitzer. This was one hundred and sixty-one years after the first issue of a newspaper in Boston.

The St. Louis Globe Democrat was founded in 1852. It was a morning daily. The West now began to show

rapid material developement.

The Courier-Journal of Louisville, Kentucky, was founded as the Journal in 1830. The Courier in 1843. The Democrat in 1844. These newspapers were consolidated, in 1868, with Henry W. Watterson as the editor. Watterson had begun work with the Journal in 1867.

The New Orleans Daily Picayune was founded in 1837. It sold for a penny a copy. Hence its name. The Picayune began a new era in journalism in the Southwest. New Orleans is the center, and has always been an important place for aspiring journalists. Kendall and Stanton started the Picayune.

The Atlanta Constitution is a daily founded in 1868. Some of its editors have been Joel Chandler Harris, Frank Libby Stanton, and Henry W. Grady.

The San Francisco Call, a morning newspaper, was founded in 1856 by John D. Spreckels, the "sugar king."

The Seattle Post Intelligencer, a morning paper founded in 1867, and the Morning Oregonian, a weekly founded in 1861, were some of the earliest newspapers of the Western coast.

The two principal dailies of Kansas City Missouri are the Kansas City Star, founded by William Rockhill Nelson, in 1880, with a morning edition, the Kansas City Times founded in 1838. The other well known paper is the Kansas City Journal, a morning paper founded in 1854.

The two best known dailies of Kansas are the Topeka Daily Capital, edited by Harold T. Chase, owned by the Capper Publishing Company, and the State Journal, edited by Frank P. MacLennan. These papers are both published in Topeka. The Emporia Gazette, started in 1890, is notable because of its editor and owner, William Allen White.

The larger newspapers of the country are in a process of evolution. They have developed from a small tract to a paper of nine or more sections, with from twelve to fifteen pages to a section. From a very humble beginning in the seventeenth century, the newspaper has become an organized enterprise with a stock company in which millions are invested. The changes which have produced these conditions are the policy of the paper and the revolution in advertising, together with better economic conditions.

It is only recently that newspapers have been willing to have a censorship. Numberless questionable advertisements published in the past to catch the unwary is the cause of editors seeking to eliminate this class of advertisements. A board of censorship is maintained at some of the universities for the purpose of censoring questionable material that is offered to legitimate newspapers. The newspapers are losing money every year in not accepting this illegitimate advertising, but are advancing their standing for truth and honesty.

Chapter II

The Structure of the News Story

THE NEWS STORY- is a recital of the events that have taken place in city or country and have enough news value to be printed. Or, the news story is any local happening that is timely and unusual, and the more unusual or exceptional the event is the greater its value as news. The best news is that which interests the greatest number of readers. The recital of ordinary events is not news.

The extraordinary, unusual, or almost any departure from the regular events of life is interesting because it appeases the curiosity of the reader, it serves to break the unvaried monotony of life as lived by the average person. In nearly every issue of the newspaper the reader can find some article out of the ordinary. The reporter who wrote the article selected the most unusual feature of the story and then "played up" this single characteristic so as to get away from the commonplace in news writing. If the story describes a tube dropping shells in a French camp and relates that one is found not yet exploded, which on being opened the soldiers find a secret code of the German army, this story has more news value if the antagonism of the French and Germans is dwelt upon and what it means for the French to get possession of this secret code, than if the mere bald statement were given. If the German Emperor denies that this code is a secret

one and yet tries to get the newspapers not to print what the code means a still better story will be the result. If it is found afterwards that the taube dropped the shell in the French camp by mistake, intending to drop it in the German camp close by, a still better story will be available, combining the first two already printed. Pictures will add interest to the story. Floods happen every year, but when the river rises higher than any previous record and crops are inundated this has news value because it is out of the ordinary. Crimes are committed every day, but when a respectable cashier of a bank who has been connected with all the philanthropic schemes of the community absconds with the banks stock, the story has news value because this deed violates the established order of things. It serves to satisfy the readers desire for excitement and is so published.

A good newspaper reporter can see a story in almost any kind of material. Accidents, fires, strikes, sport, lockouts, politics, robbery, agriculture, wars, society, competition in business, financial reports, theatres, church services, shipping, and statistics, all have some feature that will make a good story considered from the newspaper man's standpoint.

WHAT IS THE NEWS- the news is any event that has taken place since the last edition of the paper was published. It is only valuable as it interests the greatest number of readers of all classes. A newspapers clientele is

made up of readers of various classes as the lawyer, the doctor, the manual laborer, the maid of all work, the society woman, the club woman, and many, many other readers, all hoping to find news that will interest them. Some news, that of strikes, crops, weather, increase in the cost of living, economic depressions, and finances - is interesting to all classes of readers but not all of it is interesting to any one person. The problem which confronts the newspaper man is to make all of the news interesting to all of the readers.

The news story may be of any length from three lines to three columns. It depends not on its length in copy, but on the facts in the story and the manner of their presentation for its interest and the space it will receive when printed. Telegraph news does not require the same amount of space as the local news of the city in which the newspaper is printed. A fire which has destroyed several business houses in the paper's home town will perhaps get a column or two of space, whereas, when telegraphed out the account will be reduced to three or four lines.

The news story may be based on a shred of news or a rumor that a certain thing has occurred. The city-editor sends a reporter to find out the truth of the matter, if it is a rumor the reporter so informs the editor, and if he finds it is a fact, he writes up the story for publication.

Some of the best news comes through a friendly tip that something is going on at a certain place. The wise city-editor will look into the matter at once and in this way he may be able to score a "scoop" on a rival news paper.

TIMELINESS-is one of the essential qualities in all news writing. Timeliness means that the story must be used now as it will not have any news value if printed later. Competition among newspapers where numberless editions are printed make timeliness one of the necessary elements. As the story must be the last thing that has happened in order to command space, reporters should see that their copy is turned in to the city editor while the news is still fresh.

Timeliness enters into the stories of Thanksgiving, Fourth of July, Christmas, Washington's Birthday, and all events that come at a particular season of the year. Stories may be printed about these events but only at an appropriate time or they will have no news value.

STRUCTURE OF THE NEWS STORY - it has its climax in the beginning, the first fifty words being the most important. The reporter should anticipate the reader and write the story in so clear a manner, that the reader will have no difficulty in reading it. The who, what, how, when, where, why of the story should be put in the first paragraph and should give a clear, concise statement of the essential points in the story. Other news may come in later that is more important and if the first story is

properly written it can be cut down and still tell the news, the rest of the story being "killed". In a long story the most important facts should not all be placed in the "lead" as something should be saved for the central and concluding paragraphs. The names of obscure individuals should be kept for the middle of the first paragraph.

Clearness is one of the first requisites of all newspaper stories. A newspaper is read rapidly and it is only when the thought is clearly stated and comprehended at once that any ease in reading is obtained. A news story demands all the literary ability a reporter possesses to make it interesting. It should be simple in style and specific words should be used so the reader will understand without effort on his part. The words used in narrating a story or defining and limiting a subject should be specific words which do not obstruct or obscure the intended meaning. The English language is particularly rich in synonyms and words which express fine shades of meaning, so there is little need of triteness. Triteness is due to indolence on the part of the writer and shows his mind is sluggish or his vocabulary limited.

Two words may have the same general idea yet one of them may have collected associations which the other has not. The careful reporter will make sure that the word he uses is not only specific but has the right connotation. He

will also guard against words which are in literary disfavor, even though they are not slang. It is well not to use such words because of their unpleasant connotation. The careful reporter then will see that the copy he turns in is not only as literary as the occasion demands but that each word expresses the right shade of meaning. He should bear in mind that it is his duty to learn new words every day, and that a dictionary is a safe guide in helping those who wish to increase their vocabulary.

A writer in the American Magazine for May 1913, says that a suicide may be told in four words. "He died, Carbolic acid." That the story of the Crucifixion of Christ in the English Bible is told in 320 words, about one-fourth of a column of newspaper space, and illustrates the truth that a good story may be written in little space if the right words are chosen.

The paragraph in all newspaper stories distinguished by its brevity. A long solid paragraph is unreadable. Paragraphs of fifty to one hundred and forty words are considered to be about the right length. A column averages about six words to the line, and a paragraph from three to sixteen lines.

Good paragraph structure is not the cause of unity but a result of unity in the thought of the writer. There are two types of paragraph used in newspaper writing, the isolated paragraph and the related paragraph. The isolated

paragraph treats the subject completely and is capable of standing alone. This kind of paragraph is used most often in news writing. The related paragraph is used in feature stories and articles of length. In such writing the introductory paragraph introduces the subject and names the sub-heads which are to be treated. Transition paragraphs will be needed to recall the main idea and explain to the reader the progress and probable outcome of the discussion. The

summary paragraph will merely sum up what has been discussed. The longer the discussion the more need there is that all the paragraphs should be closely connected, that they form links in the chain of the story. The story must unfold itself giving detail after detail. The paragraph structure must be such as to keep up the tone of the story all the way through. After naming the subject in the lead the tone must not be allowed to drop. The reporter should so arrange his paragraphs as to present the story in a logical manner.

Prepositional phrases are sometimes used to begin the paragraph. The preposition must modify the subject of the sentence. The most effective use of the prepositional phrase is shown in the following example.

"For the first time in twenty-three years the name of Pendergast will not head the rollcall in the lower house of the city council tonight. John P. O'Neill,

ex-sheriff, will be elected alderman from the First Ward when council convenes. He lives at the Lorraine apartments and is in the real estate business."

GETTING THE NEWS- the chief sources where the news may be found is at the distributing agencies of the city press associations, the telegraphed reports, and all the public offices in the district in which the news is printed. The sources within the city are the police station: the police, civil, and criminal courts: the city and county jails: the coroner's office: hotels: theatres: railroad stations: churches: stores: Y.M.C.A.: and educational offices. Shipping departments and Civil Service Bureaus are other places where news may be found.

The city editor assigns a "run" or "beat" to each reporter who covers one or more of these places. The reporter will cover his beat as often as is necessary to get the news, and will not let a rival paper scoop him on what has occurred since his last visit. The frequency of these visits will be largely determined by the value of the news he receives, and by the policy of the paper. The city-editor holds the reporter responsible for all the news on his beat.

The editor of the city newspaper keeps an assignment book, in which are written the names of the reporters and what big stories they are to write up outside of their regular work. The editor may have found that

something has happened on a certain reporter's run and this will be placed opposite his name, when he comes in he will get this assignment. The city-editor will give any information he may have regarding the story.

Facts make a necessary element in getting the news. Everyone can generalize, but it is the specific truth of the matter that the public wants to know. Facts are not guess work but are the actual occurrences. To secure these facts the reporter sometimes has to be very discriminating in selecting the person whom he interviews. Tact and skill are necessary to get people to tell anything that they think will be published. A reporter is often regarded as a person who exposes business secrets, and should be prohibited from learning anything good or bad about the business. The reporter should not hesitate to ask questions, however, and should not let a good story slip through his hands by lack of persistency. He should find out all the facts in the case, but should be courteous enough to tell the person interviewed that the interview is for publication.

After securing the facts the reporter should write them up. If the story is very important he may telephone it to the office and the re-write man can write up the story. The reporter uses some one feature of the story and plays it up so that this one phase stands out as the principal one : the details are woven in to lend interest to the story as related.

INTERVIEWING - is not seeking out one individual and printing his story, but seeking out a number of individuals and making a story out of all the material so found. It is not necessary in the story to refer to these persons as furnishing the news. If, however, the interview is one in which a personal meeting is obtained, the story should be written as a quoted interview. Young reporters should remember that a man who has given an interview wants to see his words quoted correctly, and not some of their views interspersed with his opinions. An interview must be given verbatim if it is put in quotation marks. It is largely becoming the custom for men who talk for publication to give out a type written copy of their opinions on a certain subject so there will be no chance of their being misquoted. The reporter who expects to succeed in this work should cultivate a good memory, so that with a few notes he has made he can reproduce verbatim all that has been said.

In speeches where the address is written the reporter may ask for the manuscript after the speaker is through and quote from it such parts as he thinks his paper will print. If the speech is not written out a short hand reporter should be sent to cover it. It is always appreciated by the newspaper if in advance copy of a speech is sent before hand with the word "release" marked on it and the time for it and the time for it to become

public. Copies of each President's message is sent to the newspapers in advance of the reading of the message with the date as for example, "Release I P.M. December 6." This means that the speech may come out in the next issue of the paper immediately following the speech. If, however, the time cannot be fixed in advance, a copy of the speech is sent to the newspapers and on it is written, "Hold for Release, which will probably be at I P.M. December 6. As soon as the definite time is fixed the speech is linotyped and set up on the forms.

ACCURACY- means being always exact or correct in reporting. Newspaper of today are emphasizing this principle more and more. Libel suits and public opinion have helped to develop this feeling on the part of the owners of the newspapers. These owners in turn have made it a part of their creed that the reporter shall be accurate in the account he gives of any happening. He must verify details. If two people give different accounts of the same incident he should consult a third party if possible and weigh all their opinions carefully before writing up any articles that would in any way reflect on the person about whom it is written, or the publisher. A rumor without foundation might cause a panic or ruin a business. Or it might mar some persons good name, which is worse than the destruction of riches.

Accuracy is necessary in the spelling of names.

The reporter should ask every one whose name he intends to use how it is spelled. He should be sure to get the right initials. If anyone has a certain preference as to form this should be followed. If Mr. Quentin Vincent Smith likes his name spelled out in full he does not want it Mr.Q.V. Smith, or Quintin V.Smyth. Things small as these have a tendency to promote good or ill feelings between the reporter and the person interviewed, because there is more kindly sentiment when the person who gives out a story knows it will be printed as given. The best stories are often saved for the reporter who is known for his accuracy.

Several years ago a reporter visited a power house searching for news. He was told nothing of interest had occurred since his last visit. A special reporter followed him and received a story on the Compensation Act and its effects on the men working in the shops. The superintendent told the special reporter that he had refused to give the information to the first reporter because of his inaccuracy in the news previously given him. The story that the special reporter received was sent to all of the metropolitan newspapers in the country through the Associated Press.

IMPORTANCE OF ASSIGNMENTS - tact or the ability to say and do the expedient or suitable thing under a given circumstance is a valuable asset of the reporter.

This combined with the spirit of obliging and gratifying the wishes of others has often been the means of advancement, as men are looking for those upon whom they may depend. To seek the society of those persons who show a friendly interest is one of the privileges the reporter should not neglect. His ability to cultivate friendship will not alone result in the affection and esteem of these friends but of his employers.

One of the things that will confront the reporter is this: someone will tell him a story and then ask him not to print it..The question of loyalty to his paper and courtesy to the informer is a problem that he must solve. The wise reporter will tell the editor and let him settle the matter. A reporter does not violate confidences any more than any other self respecting citizen does. Some years ago a reporter was asked not to print a certain story that the public had a right to know. He promised that it would not be printed. When he returned to the office and told his chief. He was directed to go back and inform the person to whom he had promised that after all the story would be printed, as it was news that affected the public and could not be suppressed.

HOW TO HANDLE SPECIAL NEWS- special news is of such importance that a special reporter is sent to cover the story. On all the larger newspapers the writing of special news, such as, sport, markets, society, and war, is

given to reporters who have more or less expert knowledge of the special subject. Long years of training in one certain line make a reporter familiar with the best methods of handling a story in that line. There is a constantly increasing demand for reporters who can successfully write a special story.

A good sport writer may be sent all over the country to report the news of athletic contests. He is known as a special correspondent and often travels with an athletic team. He keeps his paper posted as to the successes or defeats of this particular team on its entire trip. Such a reporter will need to be familiar with baseball, basketball, football, tennis, and boxing matches of all kinds. If he is on the road with a baseball team he must be acquainted with the players and able to recognize them on the field. He must be able to keep a baseball score and write up his observations. He must be accurate and able to summarize the points of the game as it is played. He must also be an expert in wiring the game to his paper as the game progresses. The lead is sent in after the game because it is the most dramatic feature of the story.

The style of sporting news is often marked by slang and a flippancy which is supposed to be characteristic of the sporting page and a sign of cleverness. It takes a very efficient satirist to say things that do not

sound cheap. One of the curses of the American press today is the cheap wit that is printed as sporting news. Originality on the part of the reporter is a thing to be desired, but cheap wit and slang give the reader the impression that the reporter was doing his best with a limited vocabulary.

WHEN BIG NEWS STORIES BREAK- a flash through one of the distributing agencies like the Associated Press, or the United Press discloses the fact that some important information is to be transmitted. The first news comes as a bulletin and a more detailed statement follows as the story develops.

(1)

Bulletin

Newport News, Va., Dec. 28-A six funneled battleship is aground fourteen miles off the coast.

(2)

(Add Bulletin---Newport News.)

The six funneled battleship aground fourteen miles off the coast is painted black and is thought to be a German dreadnought seeking a coaling station. A steady gale has blown for the last twenty-four hours. No relief has been sent out.

(3)

(Substitute)

Newport News, Va., Dec. 28--When the gale stopped blowing and a tug steamed out to the battleship which has been signalling in distress for the last three days, fourteen miles off the coast, it was found to be the battleship Kansas with a hole in her side. She was towed into port and warped into her dock for repairs.

(More)

(4)

(Add Bulletin---Newport News.)

The ships crew are all accounted for, but three. A few are ill with minor complaints.

(5)

Bulletin

(Lead)

Newport News, Va., Dec.- Three men are dead as the result of exposure they endured in the gale that has swept the deck of the battleship Kansas for the last three days. One is Sydney Poman, the helmsman, the other two are sailors Robert S. Hemans, and Daniel J. Parke.

UNEXPECTED NEWS- and its place in the newspaper. Unexpected news is that which breaks about thirty or forty minutes before going to press. It may be news of a fire accident, robbery, street or railroad wreck, or any one of a multitude of things that could not be expected to happen.

When Thaw killed Stanford White the Washington, D.C. papers had just thirty minutes to write the story and get the paper in the mail. It required rapid work on the part of the editor and his assistants. Men who have followed newspaper writing for a number of years are able to do this kind of work for while one writes the story, another one will find out what there is in the "morgue" about all the parties concerned, another will see to the copy being linotyped, and a creditable story will probably be the result.

When the next issue is printed a follow-story on the preceding story can be printed. Not all the facts were known in the first story, and a follow-story should tell what is the latest event and give more of the details concerning the whole matter. In the follow-story the reporter should give enough of such facts as are necessary for the reader to connect the two stories. Again, enough of the first story must be given to make the second story intelligible to a reader who has not seen the first.

A FOLLOW-UP STORY- may add the most important element, as the latest news in a sensational court trial: the identity of a murderer-as the cause of a big fire- the correct list of the injured not being known when the first story was written and not available. In a court the jury is chosen when the case comes to trial and this will probably be reported as the first story. This will include the statement of who the jurymen are, and will give some account of the business of the twelve. The second story may be the plaintiff's side of the case. The third may be the defendant's side. The fourth may be the verdict of the jury. Of course, if the jury does not return a verdict immediately, this story will be held and others run until the verdict is rendered.

The method of writing the follow-up story will be determined by the value of the news to the reader. Some news will not require more than a paragraph of space while other stories will require more. Local news will perhaps require more space than state news. State news is often rewritten from the daily papers received as exchange. A story which has a great deal of value in the vicinity in which it is written may be worth just a few lines with a number one headline in the city newspaper.

Often news stories may be gathered through the exchange, as a story is often found referring to the home locality of the exchange editor. The enterprising editor

will put this in his "future book" and if it is of enough importance will send a reporter to attend this function, convention, or what-not, and keep the paper posted on all that occurs. Or, the editor may merely watch the exchange and rewrite what is printed.

ORGANIZATION OF THE STAFF- the chief members of the staff are the owner; the editor-in-chief; the managing-editor; the city-editor; the telegraph-editor; the business manager; the circulation manager; the society-editor; and reporters. In organizing the staff of a newspaper the owner is the first to be considered. He is either the editor-in-chief or else he selects a man to fill this position, who represents the owner and carries out his wishes. The editor-in-chief has a staff of editors under him and he directs them in their work. He interests himself in the editorial page and sees that the cartoonists, and artists provide cartoons and pictures for the paper. He must see that the other editors understand what the policy of the paper is so that the editorials and news will conform to that policy. As the paper is run with the idea of increasing the number of readers the editor-in-chief must have a broad outlook so he can steer clear of obstacles which might endanger the circulation. He must see that the paper attains maximum amount of efficiency for the minimum amount of

expenditure, and he must get the most out of the workers with the least amount of friction.

The managing-editor sees to all of the news gathering and determines what shall be printed and what shall not be printed. He consults with the city-editor, and the telegraph-editor about the news which has come in and helps them in every way possible in making up the issue. He plans with the editor-in-chief and the various sub-editors the work of the news staff. He assists the headline writers if necessary.

The city-editor sees that the local news is gathered and directs the preparation of it for publication. He must sift out the best news as not all of it is usable. He must choose wisely, as he will need to interest the greatest possible number of readers. He must be resourceful, versatile, a quick thinker with cool judgement and be able to keep things going under the most adverse circumstance. The city-editor must know his assistants and be able to give each reporter the work as far as possible that suits him best. In this way he will get the greatest amount of work for the least expenditure of time. Experience in selecting men, and efficiency in the selection of news, and knowing what to print and when to print it have been the means of making the city-editor valuable to the owner of the newspaper.

The city-editor should know where news may be secured and be able to interpret it to win readers.

As he has a number of other editors at work with him he will test his capacity in choosing his assistants, and the results of their work will show the wisdom or folly of his choice.

The telegraph-editor receives the news from the world by telegraph, telephone, and by mail. He is busy getting this news ready to print. . . . Rarely does he write up this news but gives it to a reporter as material for a story. The press associations supply a good deal of the news that comes in over the telegraph wires.

The business-manager is the one who looks after the financial side of the newspaper. He solicits the advertising and looks after the commercial side of the newspaper. His work is very important as it is his business to make the paper pay financially. He must sell as much advertising space and as many copies of each issue of the paper as possible in order to maintain a high standard for the newspaper, and so the stock invested will pay dividends.

The circulation-manager is the one who sees that the solicitors are working to increase the subscription list and directs the distribution of the paper. He obtains all the change of address and hears all the complaints regarding circulation.

The society-editor holds one of the most important positions on a newspaper, as a good many of the readers are women and are interested in the society column. She-

for this editor is often a woman- secures a good deal of her news by telephone, and by subscribers who wish to see their social functions written up and in print. If the paper is a large one several reporters will work with this editor.

Society news should be verified before being printed. It is better to telephone the family concerned and inquire if the reported event is to occur or has occurred; because mischief makers who wish to make trouble often report functions falsely. In order to insure correctness some newspapers send a printed statement to be filled out and returned before a given function takes place.

The structure and style of society news stories is determined by the policy of the paper and the social usage of the locality in which the paper is printed. Sometimes a story may be written as a single paragraph, again, it may be written as a number of paragraphs. Personals, engagements, weddings, receptions, banquets, luncheons, the entertainment of guests, and club news are written by the society editor.

STORIES TO BE REWRITTEN- the stories given below are clipped from a country newspaper, while they are news they are marred by many imperfections.

" Miss Ethel Hemans and Nora Reese of Tampa were guests of Jane Green Friday and Saturday."

"Mrs. Mary Gowan has been visiting in Geneva last week and this with her children and other relatives."

" A crowd of young people were delightfully entertained with an eight o'clock breakfast Christmas morning by Miss Jessie Jackson, in honor of Miss Gladys Jones of Kansas City. Those present were; Misses Lena and Geneva Dixon, Gladys Jones, Ruth Hatton, Mary Wardand, Lillian Embry and Roy Rorerts, Mr. Charles Johnson, of Price Utah Mr. Ray Dale, Mr. Ray Jordan, Mr. J.W. Stuart, Clare Fox."

" Dr. and Mrs. Claring and Herbert returned from Topeka Monday after a little more than two weeks stay. while there Doctor Claring took work in childrens winter diseases. They had a real nice time but Dr. says he much prefers the air of Franklin City to that of the crowded condition of the city."

Chapter III

The Human-Interest Story

THE HUMAN-INTEREST STORY- amuses, diverts, or entertains. It makes its appeal through the emotions because the sympathy of the reader is played upon in one way or another. The human-interest story may be a side-light on a news story, as for example, in case of a death it may give the inside history of a man's life. The news story will give the facts while a human-interest story will give a few facts with more imaginative matter added.

The form of the human-interest story is narrative with the climax at the end. In this respect it is akin to the short-story and emphasises the border line where journalism touches literature. It is as literary as it can be made. It blends the setting, the action, and the characters and may be turned out a thing of beauty. In setting is included the location, time of day, and duration of time; location, where it happened; time of day, when it happened; duration of time, the length of time it took to happen. The opening of the human-interest story may be with setting, dialogue, or presentation of character, or with circumstance of composition.

The human-interest story is akin to the short-story in subject matter, in dramatic situations, in painting new pictures, reviving sensations, and in arousing emotions.

The condensation in form reduces to a single impression. The perfect organization blends precision, incision, proportion, and atmosphere, and gives a unity of impression in the strictest sense. This story is taken from the Kansas City Star:

"There's no doubt of it, the station clock was cut out for an operatic prima donna or a vaudeville headliner. Such perverse temperament was never meant to be wasted on the prosaic job of keeping the traveling public guessing as to what time it is."

"The clock refused to go on with her act again this morning. (It has been decided that the clock henceforth shall be "she" both in consideration of her beauty of face and form and her utter ^{un}reliability in the matter of being punctual.)"

"The clock cancelled her engagement promptly at 8 o'clock. When her distracted manager rushed up the scaffold and demanded an explanation the clock declared she was tired of putting on a continuous performance and really could'nt think of putting on so many shows a day".

"People'll get tired of my stuff," she declared. "You have to refuse to take a call now and then so they'll appreciate you."

"In retaliation her manager amputated both her hands."

"Don't unhand me villain!" she hissed. But he made his exit with her hands in his pocket."

"She gave this involuntary imitation of Venus de Milo all morning. To be consistent with her feminine inconsistency, one hand pointed to 10 o'clock while the other indicated that it was an hour later."

The subject matter of the human-interest story may be either tragic or comic. It may revert to the type of Kyd's Spanish Tragedy or it may be as comic as Peg O' My Heart the recent play by Hartley Manners.

The mark that distinguishes a human-interest story from a news story is: the former has the climax at the end while the latter has the climax in the first paragraph. The human-interest story is different from the feature story in that the human-interest story has a heartfelt interest while the feature story is intellectual, and presents adventure, science, enlivening statistics, beauty hints, and fashion. In fact anything that lacks the elements of a news story may be written as a feature story.

The sources of human-interest are children, elderly people, animals, and inanimate objects endowed with life-like qualities. Some 60 per cent of these stories are about children, leaving 40 per cent for the rest of the classification. Tragic and comic situations about adults, the hobbies of these same adults, animals, inanimate objects, and side-lights on big stories are favorite subjects.

The object of the human-interest story is simply

to entertain. It lightens an otherwise solid page of news and awakens a social conscience on the part of the reader. that perhaps has become dulled by too close attention to business. It is the lighter vein running through an otherwise very sordid page of life.

The material in the human-interest story may not be important enough to be used as a news story as for example, the President going to the polls to vote, yet it has a shred of news in it that may be printed if written as a human-interest story. The western woman who visits an eastern city furnishes a story that will make its appeal to many readers. If she has large mining interests this will enrich the story. The girl who saves a train from being wrecked also comes in for a share of the public sympathy. It is for the keen reporter with an appreciation of humor and pathos to give this material to the public.

Chapter IV

The Feature Story

THE FEATURE STORY- is one which informs or entertains, or both. Its aim is to present essential facts about current events. It may give information that bears on the subject presented indirectly, because the facts have already been printed as news. The feature story of that kind will be an instructive phase of the news story. Another type of the developement of the feature story is that a small item of news is printed during the week and a number of columns on the same subject on Sunday.

The variety of the material for feature stories is unlimited. It includes biography; adventure; magazine, book, and dramatic reviews; popular science; and enlivening statistics.

The source of the material is found in encyclopedias; government reports; agricultural reports; reports of experiment stations; testing laboratories, penal institutions; interstate commerce commission, and insurance. Also the various cities of the home state furnish data which make interesting feature stories.

A sign "Dogs Boarded during the Summer," will give the wide-awake reporter an idea that there is a story behind the sign. On investigation he will perhaps find that

some one has started a hospital for household pets while the owners are away for the summer. He also may find out anything about the dogs which the owner of the hospital will divulge. An old fort about to be razed, an Indian burying ground, an uninhabited village, a Dutch windmill, and innumerable other subjects are good for feature stories.

Feature stories on science are always interesting. Medical science is especially interesting to the average reader, as it is one of which he thinks he knows a great deal about but in reality knows little. Therefore, he reads everything which is written, hoping to be able to diagnose his and his neighbor's troubles. The wise reporter will specialize in this field if he expects to get very far ahead in it.

Sociological work is always good for a feature story. The bill of the Workmen's Compensation Act or the Mother's Pension System which is pending before the legislature has feature story possibilities. The penal institution that is being remodeled and the work of the remedial and corrective agencies of the state, may also be used as subjects for feature stories.

Biography which presents a vivid sketch of the man portrayed is a type of the feature story that is read with interest. If the story is of some man who is prominent and yet is unusual in appearance this will lend an attraction in the writing up of the story.

The structure of the feature story is this; the

topic sentence is given in the first paragraph and in each succeeding paragraph an allusion is made to the subject, and perhaps the topic sentence is restated for emphasis or to keep the reader informed of the development of the story. The form of the feature story is important when the purpose is to divert. It must be free from the personality of the writer. It may be weird, or fantastic, may be written in narrative, or expository style. It may be in the form of an interview, or in the form of a dialogue. In fact the only limitations of a feature story are those imparted by the writer.

There is a close relation between the Sunday newspaper feature story and the magazine feature story, as the Sunday newspaper is fast usurping the field of the magazine. Two-fifths of the Sunday newspaper is for entertainment and at least one-half of the two-fifths is feature work, the rest being engravings and photographs. A comparison of Sunday newspapers shows that the Sunday issue is being made larger each year, and more feature work added as the sections increase.

The following feature story is taken from the New York Times:

" Pierre Loti, dreamer, student of sensations and writer of many-shadowed prose, when he rises along towards noon Monday will have entered on his third day in New York. After two full days among us there is no evidence

that the distinguished co-author with Judith Gautier of "The Daughter of Heaven," the play he is here to see mounted at the Century Theater, is in any greater harmony with his strange surroundings than when he stepped ashore from La Savoie early Saturday morning."

"He confesses that the abrupt transition from the old world, in which he is so much more at home, and where life may be passed in detachment and tranquility, to the fevered activity of the American metropolis, has made necessary a violent readjustment of mind. He is still a little bewildered by the change. Strangely enough, too, this cosmopolitan, who declares his soul is in the enchanted East, where "abundance and continuity of agreeable sensations cradle you in an endless dream," admits that New York and its electric life has already meant to him a flood of new sensations and ideas. It is difficult to make him talk about them, however, for he brings with him a fixed habit of silence that he learned from the Orientals."

Chapter V

The Editorial

AN EDITORIAL- is a critical interpretation of the news. Or it may be and sometimes is an attempt to explain certain questions in a rational manner. It is a study of current events going below the surface for cause and effect. It is a brief survey of all the news both local, domestic, and foreign, with the added opinion of the editor. The editorial does not give the news as the news story does but attempts to explain questions of the day that affect the public and to comment freely upon them. It should be condensed, as many readers look at the editorials because they give a brief summary of the news.

The editorial must be timely and clear cut in its explanation; this is one of the fundamental principles of editorial writing. It should not be highly partizan, but should remain neutral unless the question under discussion affects the public; then it should state its policy and voice its approval, or disapproval in no uncertain tones.

Editorials are put on a page by themselves or in "boxes" throughout the paper. The chief sources from which editors usually draw their material are current events in politics, science, music, exploration, art, literature, and ethics.

The form of discourse used in editorials may be

description, narration, exposition, or argument. The editor may use satire, sarcasm, burlesque, innuendo, irony, or ridicule, in expressing his thoughts and opinions on matters in which the comment would not otherwise be so effective. The editorial may exhort the readers to a certain line of action or try to bring conviction by a certain line of reasoning.

A good editorial should give a brief summary of some particular item of news. Or it may be outside of anything printed in the news columns, and should give a more detailed statement so as to be comprehensive, with the editor's view added.

The following editorial is taken from the New York Evening Post:

" The payment of \$87,000 for a picture by Degas which the painter originally sold for one hundred dollars, calls attention once more to the tragic fate of the revolutionists in art. Degas was a revolutionist. He flung his paint-pot in the face of the philistine world. He avoided the blandishments of that wanton Sussess. But it happened with Degas as with so many youthful rebels. The world which world which they have scorned persists in trotting at their heels. They seek only the expression of their inmost Self, and the mob sooner or later accepts their interperatation. They strive for the truth as agaainst dollars, and the world sooner or later vulgarizes their ideal of Truth by

rewarding it with dollars. What assurance is there for the Futurist painter of to-day that thirty years from now his pictures will not be fetching \$50,000 apiece, and then put him to shame before the revolutionary Post-Morphinians or Ultra-Absinthians of the hour?"

Book reviewing is an editorial feature that should receive more attention by the better newspapers. A good book review by a literary critic should aid the busy man or woman in making a choice of books for his or her library. The review should not be mechanical, but a bright up to date article expressing the personal opinion of the editor. The article should present the author's point of view, something of the book itself, and the probable effect on the reader. These reviews should appeal to the readers of the newspaper in a manner which will sell the book. That is the object of such reviews, otherwise they would not be published.

The length of book reviews is from a mere skeleton of a few words to a column or more. A book is often reviewed by the publisher and the review sent along with the book to be published as written. This method lacks individuality; a bright snappy editorial review is much more likely to sell the book.

The London Daily Chronicle prints the following review of "The Newspaper" by G Binney Dibblee:

"The story of the newspaper is well told in short compass by Mr Dibblee for the Home University Library. He

deals with all phases of newspapers, and shows an intimate knowledge of the life and work of the Press. First the functions of newspapers are described, and incidentally some common illusions dispelled."

"The machinery for gathering the news both in England and America is described; the methods contrasted. We hope the author overstates the case when he says that it is no exaggeration to say that five-sixths of the circulation of all the halfpenny evening papers is built up on amusements and gambling."

" Mr. Dibblee notes a tendency in the Press to colour the presentation of political news, which is conspicuous, not in the distorting or limiting of reports of the "other side" so much as in omitting them altogether. The author is correct in pointing out that competition in news-getting and in presenting news has attained greater proportions in recent years, while the purely editorial side of the newspapers has been proportionately curtailed. We do not agree, however, that in this respect the American Press accentuates the features of English newspapers."

Dramatic criticism and musical criticism are other editorial features which help to enliven the editorial section of the newspaper. In good dramatic criticism the reporter should be conversant with the drama and with music as they are so closely connected, that it is hard to criticize the former without a knowledge of the latter. To a musical critic it is not necessary to understand the drama,

unless in case of grand opera. However, a knowledge of the drama is of service in all kinds of musical criticism.

The following is a criticism by Ralph Graves, taken from the Washington Post:

"The great artistic success achieved by William Faversham in his production of "Julius Caesar" at the Belasco last week is to be the forrunner of many Shakespearian revivals which this able actor-manager will give to the American stage in the the American stage in the near future. It is his intention to establish a permanent classic repertoire, adding "Romeo and Juliet" and "Hamlet" next season.

"As the retirement of Forbes-Robertson after 1914-1915 is announced, we can well afford to welcome another Hamlet. With E.H. Southern and William Faversham, our foremost producing actors, busy on this side the Atlantic and Sir Herbert Tree, actor-manager, and Granville Barker, producer, in London, we need have no fear that Shakespearian drama will languish during the next decade."

Cartoons are an editorial feature that expresses opinion through pictorial design. They may be grim, humorous, grotesque, ironical, or they may express any one of a dozen different emotions editorially. Cartoons are editorial opinion in pen and ink sketches, charcoal drawings, and line drawings. The purpose of the cartoon may be to inform or instruct. Some of the better known cartoonists of our day are Mc Cutcheon, Flagg, Wood, Chapin, Macaulay, Artigue.

Roberts and Fitz.

Communications are another editorial feature whereby opinion is expressed. The Kansas City Star has a column, "Speaking the Public Mind," where anyone who wishes may tell his grievance and receive help if someone cares to answer him. This newspaper also has a "Chaperon" column which gives advice, and furnishes social help to those that may need that kind of help.

Other editorial features are found in the form of clever bits of verse, household hints, quotations from the files, weather reports, medical advice, historical events, and witty sayings by "paragraph writers."

The fragrant roses filled the room,
They were with dew still wet;
With every breath of sweet perfume,
They whisper, "not paid for yet."

Chapter VI

Editing the Copy

EDITING THE COPY- means practically cancelling the errors. Stories must be free from mistakes in grammar, spelling, punctuation, and in sentence structure. In fact the copy sent to the composing room should be as nearly perfect as possible. In this way there are not so many necessary changes in the type and of course less trouble for all of the force in the composing room.

The faults in rhetoric are not the only ones the editor's judgement will be tasked, as he will be called upon to pass on the truth of all the articles published. If he should print them would they cause a libel suit? Or, if a man has led a crooked life and is trying to do better, but slips a little, should he print anything detrimental to this man in his upward struggle? These are an infinitesimal portion of the questions that confront the editor everyday, yet he must settle them and many more like them - some perhaps much harder to answer and requiring greater judgement.

In order to do this work well the editor should have a wide knowledge of all branches of life and practically know something about everything..He should understand sociology, economics, history, political science, languages, education, civics, music, drama, and geography, as well as law, medicine, and have a common knowledge of all other practical subjects.

The editor need not be proficient in any one particular branch unless it is English. He should, however, understand the terminology of all the other branches.

He must be a good judge of the value of news. He should often be able to get a good story out of the telegraph news that comes through the press associations, and in the exchange. One editor a few years ago saw a page story in a two inch news article. A special reporter was sent to cover the story and he returned with a page write-up and a picture of the man interviewed. This is only one of the many similiar instances. A good editor should be able to see a good story in a seemingly insignificant bit of news.

The copy editor should be able to rewrite catchy leads on news stories which are good enough to be printed. Yet, come to his desk with the lead so full of errors as to make the story worthless unless the lead is rewritten. He will recast weak sentences, lengthen articles that need more space, and boil down stories which are too long. He does this with as much haste as is consistent with accuracy.

The editor with all the rest of his knowledge needs to know something of types in order to do his work efficiently. The size of the type is measured by the point system. The unit of measurement is one seventy-second of an inch. Ten point type is ten seventy-seconds of an inch. Thirty-six point type is thirty-six seventy-seconds or one half inch in size. All the other classifications of type

are made in the same way. Two-hundred-and- fifty point type is used on banner headlines and is a trifle over three and one-half inches in length. This kind of type is mostly used on posters and handbills, and is known as display type. This distinguishes it from the light face body type. which is used in newspapers and for all reading matter.

Preceding the adoption of the point system five and one-half point type was known as agate, six point type as brevier, nine point as bourgeois, ten point as long primer and twelve point as pica. Nonpareil, or six point type is the size commonly used by large newspapers, and minion and brevier by the smaller newspapers.

Chapter VII

Headlines

A HEADLINE - is a summary of the events in a story, placed at the top of the column to inform the reader of the contents of the article, and is an invitation to read the news.

The well written headline makes rapid reading of the news possible. This is desired by all classes of people in business, who have little time to spend in reading, yet like to know of the world's progress. The size of the type and the style of the headline should aid rapid reading, as does the well chosen summary which tells as much of the story as possible.

Every newspaper chooses a certain style of headline, this determines the style of type used in the headline of that paper. An ordinary headline is 13 ems wide. An "em" is a square of a given size of type; for example, an em in 6point type is six seventy-seconds of an inch. The standard number of units to a column is 18. In counting the units in a headline the letters M. and W. are counted as one and one-half units each, and the letter I. and the figure 1. as a half unit each. All the other letters are counted as one unit as is the space between the words. Skill is required to arrange a headline so it will have typographical symmetry and at the same time express

fully the idea of the writer. In order to do this a large knowledge of synonyms is necessary.

News of small importance has a one line or cross line headline over it. News of world wide importance may have a banner headline if the newspaper uses that kind of headlines. Or, it may be a one or two column headline in small black face type. The policy of the newspaper influences the size of the headlines and the size of the type used.

Dynamic words should be chosen in preference to static ones. The first line in the deck should name the subject and have a verb which shows action. The first sub-head, or second deck explains or amplifies the first deck. The rest of the sub-heads, or decks give a summary of the details of the story. All of the newspapers that care for vividness or for the appearance of the headlines leave out the colorless words such as "a" and "the", as they merely fill space which should be given to more specific words of force and movement. The sub-heads, or decks should avoid repetition of the subject. The verbs used should explain the meaning without useless repetition.

If the subject is the same in two decks it should not be repeated, as it will be understood without repetition. If, however the subject is not given in each deck care must be used in selecting the verb to have grammatical agreement.

If the verb is in the present tense in the first deck it must not be changed to the past tense in the second deck, nor must a noun have, this is particularly true of collective nouns, first a verb in the present tense and then one in the past tense. This skipping about in tenses only leads to confusion on the part of the reader, and this is objectionable as the first purpose of the headline is to prepare the reader for what is to follow.

Headlines are built on these forms:

(1)

Crossline

(2)

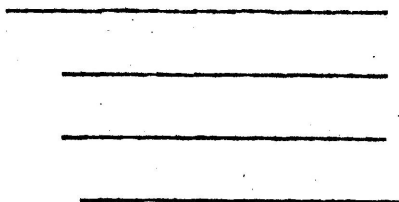
Dropline

(3)

Pyramid

(4)

Hanging Indention



The crossline head is one which may or may not be as wide as the column.

MAY BE NEW IMMIGRATION HEAD

or

CHRISTMAS SHIP SAILS

The dropline head is composed of two, three, or four lines which are related.

GOVERNOR TO NAME

WOMAN AS REGENT

The pyramid head has two, three, or four decks graduated in length to produce an inverted pyramid.

BRIBES IN VOTE FRAUD

WITNESSES IN TERRE HAUTE CASE
OFFERED BIG SUMS

One Man Who Testified Formerly Said
 He Was Offered a Job on Streets
 if He Would "Fix" Other's
 Testimony

The hanging indention head is composed of several lines. The first is the width of the column, while all of the others are indented one letter.

Timothy E. Byrnes, Vice-President,
 Exceeds All Others in Rosy As-
 surances to New Englanders of
 Cheaper and Better Services-The
 Facts Presented in Contrast.

A combination head may be used in which the
 decks are a combination of the dropline and pyramid.

RESEARCH WORK

IN THE U.S. ARMY

The Achievements in Sanitation
 by Army Medical Men Are
 Among Marvels of Age

Financial Return Is Vast

Failure to keep the tenses the same is shown in
following:

WON AGAIN

Athletics Now Have to Win
But One More

Giants Used Two Pitchers

Almost as common a fault is the failure to keep
the same subject in all the decks.

NOMINATE ONE

HUNDRED MEN

FOR CONFERENCE

Fifteen Offices Seem Likely To Be
Filled Without
Opposition

SHARP CONTEST AMONG
JUNIORS

Prom Issue in Background-Prominent
Students Are Entered
in Race

It is often assumed by the writer that the reader knows as much about the article as the writer does. The following headline is valueless for those who do not know who Deering is. "Southbound" is an adverb and shows no informative action. There is no action in the first deck and the second deck is not illuminative enough to let the reader know who is being discussed. If John Deering, of Flow Company fame was indicated, one would know immediately what the headline meant.

DEERINGS SOUTHBOUND

Taken to Florida for the Winter in
Private Car Yesterday-Slight
Improvement in Condition

The headline should be based on the lead of the story. The story may need to be cut down and if the head is based on the lead it will not need to be rewritten. The who, what, why, when, where, how of a news story are in the lead and if the headline is well written, it will give these facts.

Chapter VIII

Press Associations

PRESS ASSOCIATIONS - furnish the newspapers with both domestic, and foreign news - the news of nation, state, city, or hamlet. These associations are cooperative agencies for gathering and distributing information and reports of current events for daily newspapers. They gather the news from all over the world and in turn distribute it to their clients. The newspapers cooperate by sending in any news that may happen within their territory. This is required for the newspaper to retain membership in the association.

The following account is taken from the The American Encyclopedia:

"The press associations for the dissemination of news is a product of the nineteenth century and was unknown prior to 1848. In that year Baron Julius Reuter of Prussia organized a continental press association for the purpose of serving the leading newspapers of European capitals with a report of the important happenings of continental Europe. The plan met with success and Baron Reuter visited London the following year and secured the cooperation of the most prominent of the British capitals, and from this beginning has grown the great news gathering enterprise of today."

" In 1868 the Press Association of London was formed, which served the provincial newspapers of the United

Kingdom with daily reports. As the telegraph was perfected and extended other associations, the Central News Agency of London, Havas Continental Agency, the Exchange Comapny, Dalzel's Cable News, and the National Press Agency came into existence abroad, and during the Franco- Prussian war, the South African War, and other simliar events great rivalry arose among these organizations."

" In the United States the Associated Press of New York was formed in 1860. The Western Associated Press during the Civil War and for twenty years they worked in harmony using the Western Union wires. In 1882 the United Press was formed using the Postal Telegraph wires to transmit the news. A smaller rival the Press News Association entered the field. Meanwhile dissensions arose over contracts for franchises and the disputes were carried into court. The evidence showed that the Western Associated Press had made contracts for franchises between January 1883 and January 1893 with newspapers in the West calling for payments under the contracts \$118,410 of this amount the books showed \$85,204 had actually been paid in. One-half of this amount was claimed by the New York Associated Press as its share of the money collected from such sales of the franchises. Suits and counter suits followed, and the Western Associated Press was finally dissolved. A new Associated Press was organized under the laws if Illinois and for several years there was a close rivalry between it and the United Press. In 1900 dis-

sensions arose and the Associated Press was reorganized and reincorporated under the laws of the state of New York. In the meantime the Press News had died from financial mismanagement, and soon afterwards the United Press was wrecked. The Associated Press started out on a worthy career and became prosperous. Most of the New York papers with the exception of the Sun and the Hearst papers receive the Associated Press domestic reports."

There are about eight hundred and ninety newspapers which belong to the Associated Press. Election to the Association is the only means of securing its services.

Moreover, the number of subscribers is increased slowly, as the Associated Press is made up of a limited number of subscribers in order it may serve them well. It is not a general news service where any newspaper can buy the news, but one where the election of new members is the only manner of extending the service.

It is careful that the news is not colored and that the reports which go out are truthful. The Association is a clearing-house for all news. And when it is realized that from 11,000 to 100,000 words are received every day the magnitude of the work will be better understood.

The main office is in Chicago, with Melville E. Stone as secretary. Another important office is in New York .

The United Press has access to all of the news of the world as it maintains agencies at all of the foreign capitals. It also has a number of divisions in the United States. It furnishes news to afternoon papers at a rate determined by the distance from the distributing point and the number of words sent. It differs from the Associated Press in that it is not a cooperative association and any newspaper can buy its service. Roy W. Howard is the manager of the United Press with offices in New York.

Other services are the Hearst and Laffan. The Hearst service is known as the International Press Service and furnishes newspapers generally with news. It is operated by the William Hearst company of New York. The Laffan Service was organized by the New York Sun as an independent venture. It furnishes a number of newspapers with the news and is building up a creditable service.

Chapter IX

Advertising

ADVERTISING- is the medium of exchange which brings the buyer and seller together. The merchant having the goods to sell advertises his wares in the daily newspaper, and the buyer who needs the articles advertised proceeds to the place of sale and purchases it. A complete transaction takes place with an advertisement as the medium of exchange.

There are two main divisions of advertising - the classified and the display. Under classified advertising are Help Wanted, Situations Wanted, Rooms for Rent, Business Chances, Personals, and Miscellaneous, with the rates given at the top of the column. A special kind of classified advertising is called "certified" and is one for which the newspaper has made a personal investigation; therefore the rate is higher. It gives more information than an uncertified want advertisement does, and the returns are theoretically more certain.

Display advertising is scattered throughout the newspaper. The display advertisement is merely glanced at by many persons who read the newspaper, and it must tell its story quickly if at all. The advertisement may be local or national; if local it will only be good for that section of the country in which the newspaper is printed. If national

it will be good for any territory which may read advertisements of the commodities advertised. Local advertising is of the goods in the papers own town. National advertising is that of large manufacturers who advertise in all the papers in the country.

Advertising is of several different kinds, but the conservative, radical, serial, and comparative are the variety most often used. As an example of the conservative there is the long standing one of "Royal Baking Powder - Absolutely Pure." The radical advertisement is often changed in form, no two advertisements being the same. The serial advertisement is a series in which each one is related to the rest. The preceding advertisement is followed so closely by the next one that the words and pictures suggest the one before, as for example, the "Cream of Wheat" advertisement in which the colored chef appears. The comparative advertisement is one which expresses a difference, such as "Best in Quality," "The Ham What Am!" and, "Lower in Price, Better in Quality."

The psychological purpose of advertising is to make an intense impression, one that will never be forgotten on the reader. The method of securing these impressions is by the stimuli. Bright colored advertisements appeal to the eye more than darker colored ones do, therefore, they will make a deeper impression. The first and last pages of

a magazine impress us most because of the colors and perhaps because they are more often seen. That is the reason that companies pay exorbitant rates for first and last cover advertisements. The intensity of impression depends on the response the advertisement secures from the reader, and he will remember it in proportion to the impression which it has made.

An advertisement must be written so it will make an appeal to the reader; it must hold his attention until he resolves to buy that particular article when he goes down town that very morning. He must not be allowed to crowd this thought into sub-consciousness, or he is likely to forget his resolve and not purchase the goods. The advertisement is written with the sole idea of interesting the prospective buyer and holding his interest until a purchase is made.

To this end the advertisement must attract the necessary amount of attention. It must be planned to the best advantage on the page; a good advertising man knows how to do this. Advertising space is costly, as may be inferred from the fact that a one page insertion in a metropolitan daily costs over \$500. The space used must bring fair returns or the merchant will not advertise. It rests with the advertising man to hold the patrons. Advertisers are generally wise business men and are able to tell whether

their advertising pays or not. If it pays they continue to advertise, if it does not they cease.

Advertising influences the policy of the newspaper in this respect, the editor must know his public. He must be a practical psychologist and observe the trend of society, and he should accept only such advertisements as will benefit his community. . . . In this way the editor may become a censor of advertisements, excluding the illigitimate and upholding the legitimate. In the past the editor was not required to know whether the public was interested in a certain article or not, he printed the advertisement purely for gain. Today, the advertiser is asking for returns on his investment, and the editor is trying to interest the readers to meet this demand.

The advertising in a metropolitan newspaper is about one-third of the issue. This includes both classified and display. The Sunday issue devotes whole sections to advertising. It is through the sale of space for advertising that we have the penny newspaper of today.

The advertising manager is the one on the staff who seeks to increase the number of advertisers, and plans the pages of the paper to secure the best results for the advertisers secured. There are three kinds of commodities advertised, meritorious, mediocre, and impractical. It is the advertising manager's business to see that these are distributed impartially in the newspaper so all will be read.

Chapter X

Mechanical Equipment

THE COMPOSING ROOM OF A NEWSPAPER OFFICE - is where the copy is cast into type, the proof run out, and the forms made up ready to print.

When the copy is edited and ready to print it is taken to the composing room where it is cast into type. The setting of copy in type is accomplished in one of three different ways; by hand, by linotype, or by the monotype. If the copy is set by hand the compositor works before two inclined cases which are known as the upper case and the lower case. These cases contain the types - the upper case, the large and small capitals, and the lower case the small letters. The compositor selects the proper types and places them in a composers "stick" which he holds in his left hand. A "stick" is a metal tray about eight inches long, with three sides. The size of the "stick" is regulated by a bar and screw. After a "stick" is filled the type is placed on a galley. Proof may be taken from the galley. When no greater space is needed than that between the lines of type the matter is said to be solid. If a wider space is needed then the strips of brass called leads are inserted between the lines. The composed types after being corrected from the galley proof are made up into pages and are locked in the forms on the imposing stone.

The linotype is the second means of preparing copy for the press. It is a typesetting machine which casts one solid line of type with letters and spaces properly distributed. The compositor dislodges brass matrices instead of types. The matrices are wedge shaped and are released one at a time. When enough has been released to form a line the line is carried in front of the mould. The mould passes before the pot containing the molten metal, which is forced through a row of holes into the mould. The metal solidifies and the casting of the line is finished.

The monotype is the third means of preparing copy for the press. The monotype both casts and sets individual types. It casts and composes by an automatic operation, which is controlled by a perpetual paper ribbon, the product of the monorail operation of the key board. The monotype permits the free use of all the upper and lower case types.

After the types are placed on the imposing stone the press man must feed in the paper, see that the ink troughs properly transfer the ink over the rollers and cylinders, that the stereotype and electrotpe plates are in place, the paste fountain, and the folder are working to produce the best results in printing the newspaper.

The paper in a large newspaper office comes in large rolls varying in length. Each roll is made on an iron spindle which forms a hub through which passes an iron rod. This roll of paper is placed at one end of the press and unwinds as fast as needed when the machinery is started.

The ink troughs are located almost above the web of paper, and the rollers and cylinders distribute the ink over the forms evenly.

The Richard Hoe press is one that for ordinary work prints, cuts, pastes, folds, counts, and delivers, in an hour 24,000 papers of eighteen, twenty, twenty-two, and twenty-four pages. When printing colored plates this machine can produce 96,000 four page papers in an hour. The Hoe press is one of the best printing presses that has been constructed for newspaper work.

Dictionary of Terms.

- AGATE - - - - - Five and one-half point type.
- ASSIGNMENT-BOOK - - - - A book in which the reporter's names with assignments are listed.
- BANK - - - - - One section of a headline.
- BANNER-HEADLINE - - - A large headline extending across the page.
- BEAT - - - - - The territory assigned to a reporter to cover each day.
- BODY-TYPE - - - - - Type used as a standard in reading matter.
- BOURGEOIS - - - - - Ten point type.
- Box - - - - - Brief bulletins of news, or editorials enclosed in asterisks on the first page or throughout the issue.
- BREVIEW - - - - - Eight point type.
- COLORING THE NEWS - - Conscious altering of the facts in a news story.
- Column - - - - - A column is 130 ems wide and the length of the newspaper.
- COMPOSING-ROOM - - - The room where the machines are located for making copy into type.
- COPY- - - - - Stories written ready to be set into type.

- COVERING THE NEWS - - - Obtaining the news of some specific event and writing it up.
- DECK - - - - - One section of a headline.
- DISPLAY TYPE - - - - - Conspicuous type used in advertising.
- DISTRIBUTING TYPE - - - Throwing composed type back in the cases.
- DOMESTIC NEWS - - - - - News of the United States.
- DYNAMIC - - - - - Applied to writing of particular force and strength.
- EDITORIAL - - - - - A critical interpretation of the news.
- EM - - - - - A square of given type one seventy second of an inch.
- FAKE - - - - - A story of the imagination printed as news.
- FEATURE STORY - - - - - The feature story presents essential facts about current events and may entertain.
- FOLLOW-STORY - - - - - Additional matter on a news story which has been printed.
- FONT OF TYPE - - - - - A font of type consists of a complete set of letters and figures each in number proportionate to the frequency which they are used.

- FOREIGN NEWS - - - - - News from any part of the world.
- FORMS - - - - - Type arranged in pages ready for printing, in the order in which they are locked up.
- GALLEY - - - - - A long metal tray in which composed type is placed.
- GALLEY-PROOF - - - - - Proof taken from the galleys.
- HEADLINES - - - - - A summary placed at the top of the story.
- HUMAN-INTEREST - - - - - A story which amuses, diverts, or entertains.
- IMPOSING-STONE - - - - - A stone on which the pages of type are imposed in their proper order and locked up ready for printing.
- INTERVIEWING - - - - - Obtaining the news by questioning.
- JUSTIFIED - - - - - To fill out properly a line of type and equalize the spacing.
- LEAD - - - - - The essentials of the story given in the first paragraph .
- LEADED - - - - - Typed matter in which the lines are separated by leads.
- LEADS - - - - - Thin strips of brass placed between lines of type.
- LINOTYPE - - - - - A typesetting machine which casts one line of type.

LOCAL NEWS - - - - -	That which happens within the city or immediate vicinity.
LOWER CASE - - - - -	A case containing the small letters.
MAKE-UP - - - - -	General distribution of the matter on the page.
MATRICES - - - - -	Wedge shaped piece of brass with one type face on them.
MINION - - - - -	Seven point type.
MONOTYPE - - - - -	A typesetting machine which casts individual type and arranges it in lines.
MORGUE - - - - -	Where clippings and references are kept.
NONPAREIL - - - - -	Six point type.
PICA - - - - -	Twelve point type.
PROOF PRESS - - - - -	A press which takes an impression of composed matter.
PROOF READER - - - - -	A member of the force whose sole duty it is to read the proof.
QUERY - - - - -	A question whether a newspaper will accept a certain number of words.
RUN - - - - -	A given territory in which the reporter finds the news.
SCOOP - - - - -	A story is a scoop when one paper prints before the others get it.
SLUG - - - - -	A solid strip of metal placed between the lines to make more space.

STICK - - - - - A metal tray used for setting type
by hand.

UPPER CASE - - - - - A case containing the capital let-
ters of a font.

WHITE SPACE - - - - - A blank page.

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on Journalism

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Practical Journalism - - - - - E.L. Shuman.
News, Ads, and Sales - - - - - John B. Opdycke.
Newspaper Reporting and Correspondence - -G.M. Hyde.
Proof Reading - - - - - A.M. Smith.
Syllabus - - - - - Merle Thorpe.
Style Book - - - - - University-Chicago.
The Practice of Journalism - - - - - Williams and Martin.